

SALES CALL WIZARD

ABSTRACT OF THE DISCLOSURE

A tool which generates sales presentations, includes a sign-in page configured to authenticate an approved user of the tool. A pre-call data page lists a plurality of selectable market segments, where selection of one of the market segments generates a pre-call data sheet related to the selected market segment. A lead page is configured to include a selectable new lead button and a selectable existing lead button. A new lead button data entry page is linked to the new lead button having defined data entry requirements to permit generation of a new lead. An existing lead page is linked to the existing lead button and is designed with a listing of existing leads callable by a user. A lead generation page will generate a first-call presentation dynamically using data entered by the user. A follow-up call data entry page includes data entry sections which allow for the entry of data specific to a customer. The data being entered in the follow-up call data entry page is data obtained during the presentation of the first call sales presentation. A product replacement page generates replacements or up-grade products for a customer based on the input data, and a follow-up sales presentation page generates a follow-up sales presentation dynamically using the data entered by the user for presentation to the end-user or customer.